

*File copy
11/2/53*

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

| january | february | march | april |
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK ENDING FRIDAY, OCTOBER 30, 1953</u> | | | |
| Now Showing | ADVANCE COLLECTION OF RESORT BAGS Showing of the Resort collection of Bags by Josef. Contact: MU. 9-1127. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173. | BAGS BY JOSEF (GOLD SEAL IMPORTERS, INC.) | 30 EAST 33RD STREET SHOWROOM - 6TH FLOOR |
| Friday October 30 9:30 A.M. Breakfast | PRESS PREVIEW OF NORMAN HARTNELL FASHIONS Primrose House will present Norman Hartnell's collection of cocktail and evening fashions aboard the new Greek flagship S.S. Olympia. George Mitchinson, assistant manager of the Hartnell organization, will be present. By invitation only. Publicity: Lola Christie, IL. 8-0982. | PRIMROSE HOUSE & S.S. OLYMPIA | ABOARD S.S. OLYMPIA PIER 97 - 57TH STREET |
| Friday October 30 6:00 P.M.- 7:00 P.M. Cocktails | WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats during Friday cocktail hour. October 30: Harryson Hats. November 6: Laddie Northridge. November 13: Emme. November 20: Peg Fischer. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | LEADING NEW YORK MILLINERS | HOTEL PIERRE CAFE PIERRE |
| Saturday October 31 10:00 A.M. | DOLL FASHION SHOW & ARRIVAL OF SANTA Jon Gnagy, NBC-TV artist, will demonstrate paint sets. Mme. Alexander's Dolls in fashion shows--10:30 A.M. to 12:00 Noon. (Coke-Tail party in 4th floor restaurant for School Settlement Children at 3:00 P.M.) Publicity: Frances Bemis, Feature Events, TR. 5-7200. | ABRAHAM & STRAUS | 8TH FLOOR TOYLAND |
| Saturday October 31- November 7 | NATIONAL LACE FESTIVAL WEEK Stores will promote lace throughout ready-to-wear, lingerie and over-the-counter departments. Publ.: Gladys Steiner, Lester Harrison, MU. 9-1630. | THE LACE INSTITUTE (341 MADISON AVENUE) | THROUGHOUT THE COUNTRY |
| October 31 | HALLOWE'EN (Saturday). | | |

WEEK BEGINNING MONDAY, NOVEMBER 2, 1953

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| Monday Nov. 2 9:00 A.M.- 10:30 A.M. | TABLE SETTINGS UNLIMITED "Guesting Game"--Holiday, party and news in table settings will be presented to the press by McCutcheon's. By invitation only. Open house all week. Publicity: Ned Irish, EL. 5-1000. | JAMES McCUTCHEON & CO. MAIN FLOOR | |
| Monday Nov. 2- Nov. 3 10:30 A.M. | SHOWING OF SPRING SHOE COLLECTION Town & Country's "Imaginative Shoe Collection", with bags to match, will be shown at 10:30 A.M. Contact: Mrs. Eleanor Howard, CH. 4-3620. | TOWN & COUNTRY SHOES | 350 FIFTH AVENUE SHOWROOM - 69TH FLOOR |

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| Monday Nov. 2 11:00 A.M. Champagne | PREVIEW OF "GOLDEN ANNIVERSARY COLLECTION" The Bloomfield Co. will preview its "Golden Anniversary" collection of Bloomfield Juniors; Cirilo (misses); Mme. Renauld (Women's & half-sizes). By invitation. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL.3-4786. | THE BLOOMFIELD CO. | 1407 BROADWAY SHOWROOM - 30TH FLOOR |
| Monday Nov. 2 11:00 A.M. <i>10:30- 11:00</i> | PREVIEW OF WOMEN'S INT'L EXPOSITION Press preview of the 30th annual Women's International Exposition, which will be open Nov. 2-Nov. 8, from 12:00 Noon to 11:00 P.M. Theme: "Women at Work"--featuring daily international fashion shows with traditional costumes of many lands; also, interior settings, art exhibits, hand crafts, hobby displays. Admission: 75¢ (plus tax). Contact: Anne Brugh, The John Morrissey Gray Co., 51 E. 42nd St., MU. 7-6269. | THE WOMEN'S NATIONAL INSTITUTE | 71ST REGT. ARMORY PARK & 34TH STREET |
| Monday Nov. 2 3:00 P.M. | PRIVATE FASHION PREVIEW: MAINBOCHER COSTUMES Private preview with Mary Martin modeling her costumes, designed by Mainbocher, for the new comedy "Kind Sir". By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130. | JOSHUA LOGAN, PRODUCER OF "KIND SIR" | SHERRY NETHERLAND GOLD & PIZZARO RMS. |
| Monday Nov. 2 5:00 P.M. Cocktails | PRESS PREVIEW OF MERRY HULL GLOVES B. Altman and Inventive Designs will present a preview of Merry Hull Gloves to the press. By invitation only. Publicity: Shirley Shiff, at Inventive Designs, MU. 8-0392; or Eleanor Horton, at Altman's, MU. 9-7000. | B. ALTMAN & CO.; & INVENTIVE DESIGNS, INC. | 2 BEEKMAN PLACE |
| Monday Nov. 2 5:00 P.M. | WINE TASTING-- PRESS PREVIEW Preview tasting of Great German Estate Bottled Wines and Hanover House Regional Wines. By invitation. Publ.: Helen Law, CH. 4-2000, Ext. 2431. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| Monday Nov. 2 6:00 P.M.- 7:00 P.M. | LEATHER & SUEDE FASHIONS AT COCKTAIL SHOWING Showing of Samuel Roberts leather and suede fashions during the cocktail hour. Publicity: Claire Muller at Hotel Madison, EL. 5-5000. | SAMUEL ROBERTS, INC. (1407 BROADWAY) | HOTEL MADISON CAFE MADISON |
| Monday Nov. 2 6:30 P.M.- 8:30 P.M. | FIFTH SESSION: FASHION TRAINING COURSE Subject: "Fashion Coordination"--Store, Buying Office. Speakers: Margaret De Mille, Bloomingdale's; Helen Lee Rimes, Kirby, Block & Co. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | CARL FISCHER HALL 165 WEST 57TH STREET |
| Monday Nov. 2- Nov. 6 | SIXTH ANNUAL SUMMER FURNITURE MARKET Contact: Nat'l Ass'n of Summer Furniture Mfrs., 216 E. 49th St., PL. 9-6440. | NATIONAL ASS'N OF SUMMER FURNITURE MFRS. | INDIVIDUAL SHOWROOMS |
| Nov. 3 | ELECTION DAY (Tuesday). | | |
| Beginning Tuesday Nov. 3 10:30 A.M. | OPENING OF SPRING COLLECTION Jane Derby will present her Spring collection with daily showings at 10:30 A.M. By invitation only. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130. | JANE DERBY, INC. | 785 FIFTH AVENUE SHOWROOM - 5TH FLOOR |

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| Tuesday Nov. 3 10:30 A.M. | JEWELRY FASHION SHOW FOR THE PRESS Showing of handmade costume jewelry by Art Smith. By invitation only. Publicity: Madeline Capp, 17 E. 45th St., MU. 7-6930. | ART SMITH JEWELRY (140 WEST 4TH STREET) | HOTEL ROOSEVELT VANDERBILT SUITE |
| Tuesday Nov. 3-4 11:00 A.M.- 5:00 P.M. | SPRING FASHIONS FOR GIRLS AND BOYS Spring showing of Mary Jane dresses and Scout-Tex boys fashions at a two-day showing for press and trade. Contact: S.A. Gross, LA. 4-0840. | G.H. & E. FREYDBERG, INC. | 1350 BROADWAY SHOWROOM |
| Beginning Tuesday Nov. 3 12:00 Noon Luncheon | "MEET THE DESIGNER" LUNCHEON SHOWING Heatherlane will present a series of "Meet the Designer" luncheon showings, introducing Melba Hobson, 12:00 Noon to 1:00 P.M. each Tuesday and Wednesday for four weeks. By invitation. Publ.: Sidney Dee Bloeme, JU. 6-4490. | HEATHERLANE, INC. | 30 EAST 37TH STREET |
| Tuesday Nov. 3 12:30 P.M. Luncheon | LUNCHEON SHOWING OF ABE SCHRADER FASHIONS Saks Fifth Avenue presents Abe Schrader's Holiday fashions at a luncheon fashion show. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Publicity: Abe Schrader--Betty Yarmon, LO. 4-9194; Saks--Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | SAKS FIFTH AVENUE | WALDORF-ASTORIA EMPIRE ROOM |
| Tuesday Nov. 3- Nov. 10 | SIXTY-FIFTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Ave., PE. 6-0578. | NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD. | MADISON SQ. GARDEN 8TH AVE. & 50TH ST. |
| Tuesday Nov. 3- Nov. 20 | SHOWING OF SPRING COLLECTION Edith Small of California will be in N.Y. with her Spring collection of couturier-designed daytime and after-five suits, costumes, sundresses, cocktail and evening dresses. Trade and press by appointment. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354. | EDITH SMALL OF CALIFORNIA | HOTEL GOTHAM SUITE 1501 |
| Wednesday Nov. 4 10:00 A.M. | PREVIEW: CHRISTMAS CARDS AND WRAPPINGS A & S press showing of Christmas cards, wrappings and "Tree Trappings". Opening of "Merrie Christmas Shop," with Mr. and Mrs. and Baby Fluff Dolls; and Rose Gangi, their creator, in person. By invitation. Publicity: Frances Bemis, Feature Events, TR. 5-7200. | ABRAHAM & STRAUS | 5TH FLOOR |
| Wednesday Nov. 4 10:30 A.M. | PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Spring collection at a preview for the press. Trade showings at 2:30 P.M., Nov. 4, 6, 9, 10. By invitation only. | CHRISTIAN DIOR-- NEW YORK, INC. | 730 FIFTH AVENUE SALON |
| Wednesday Nov. 4 12:30 P.M. Luncheon | SHOWING OF FASHIONS DURING LUNCHEON "Let's Go Formal"--Nelly de Grab will present a luncheon showing of Holiday fashions, available at Lord & Taylor. Press by invitation. Public by reservation. Nelly de Grab Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | NELLY DE GRAB (533 SEVENTH AVENUE) | HOTEL PIERRE COTILLION ROOM |

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| Wednesday Nov. 4 12:30 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Ritter Brothers will present their Winter and Holiday 1953 fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Ritter Bros. Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | RITTER BROTHERS (224 WEST 30TH ST.) | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Nov. 4 7:00 P.M. Dinner | "NEW IDEAS IN A NEW BOYS' MARKET" Waldes Kohinoor, manufacturer of Waldes slide fasteners, in cooperation with the Boys' Apparel Buyers' Association (BABA), will present a collection of inspirational designs for boys' sportswear, outerwear and furnishings. Speaker: Leonard A. Rothgerber, Jr., fashion editor of "Gentry" on: "The Men's World Looks at Boys' Fashions." Commentator: Mrs. Haydon Ross Fields, Waldes fashion coordinator. Tickets: \$15.00 each; contact: Shirley Trosk, BABA, 350 Fifth Ave., PE. 6-6244. Publ.: Leonard Kursch, EX. 2-3100. | BOYS' APPAREL BUYER'S & WALDES KOHINOOR, INC. | HOTEL ASTOR BELVEDERE ROOM |
| Wednesday Nov. 4 5:30 P.M.- 7:30 P.M. Cocktails | PRESS PREVIEW OF NEW BOUTIQUE Parurier exhibit of accessories, created in France will be presented to the press in the Boutique at Saks Fifth Avenue. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | MAIN FLOOR BOUTIQUE |
| Thursday Nov. 5 10:30 A.M. | PREVIEW OF SPRING COATS AND SUITS "Lovely To Look At"--Seymour Fox will present his Spring coats and suits to the press. By invitation only. <u>Trade showings beginning Nov. 10, at 10:00 A.M.</u> Publicity: Ann Silver Assoc., 551 Fifth Avenue, MU. 7-8654. | SEYMOUR FOX | 512 SEVENTH AVENUE SHOWROOM-34TH FLOOR |
| Thursday Nov. 5 12:15 P.M. Luncheon | "TV--THE ELECTRONIC FULLER BRUSH MAN" Home Fashions League luncheon, with Robert L. Foreman, vice-president in charge of TV at B.B.D. & O., discussing (with slides and movies) "TV--The Electronic Fuller Brush Man". Price: \$4.25 for members; \$4.75 for guests. Contact: Josephine M. Brush, at Home Fashions League, MU. 7-8122. | HOME FASHIONS LEAGUE (141 EAST 44TH STREET) | HOTEL ROOSEVELT HENDRIK HUDSON ROOM |
| Thursday Nov. 5 1:00 P.M. Luncheon | LACE FASHIONS AT LUNCHEON SHOW De Pinna will present The Lace Institute show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790. | DE PINNA | HOTEL PLAZA TERRACE ROOM |
| Beginning Thursday Nov. 5 2:30 P.M. | SPRING COAT AND SUIT COLLECTION Showing of Ben Zuckerman's Spring coat and suit collection at 2:30 P.M. daily. By appointment only. Contact: WI. 7-3764. | BEN ZUCKERMAN | 512 SEVENTH AVENUE SHOWROOM |
| Thursday Nov. 5 4:00 P.M. | PREVIEW OF SPRING COLLECTION Arnold & Fox will present their Spring collection, designed by Billy Gordon. By invitation. Continuous daily trade showings beginning Tues., Nov. 10. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490. | ARNOLD & FOX | 530 SEVENTH AVENUE SHOWROOM - 10TH FL. |

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| Thursday Nov. 5 5:00 P.M. Cocktails | ACCESSORIES PREVIEW-- "FUN IN THE SUN" Premiere presentation to introduce She-She accessories for "Fun in the Sun". By invitation. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562. | SHE-SHE ORIGINALS | HOTEL PLAZA WHITE & GOLD SUITE |
| Friday Nov. 6 10:30 A.M. | PREVIEW OF SPRING COLLECTION Preview of Abe Schrader's Spring collection. For press and resident buyers, by invitation only. <u>Trade showings, beginning Tuesday, Nov. 10, at 11:30 A.M. and 3:30 P.M.</u> Contact: Betty Yarmon, LO. 4-9194. | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Friday Nov. 6 12:30 P.M. Luncheon | REPORT ON TRENDS IN FRENCH ACCESSORIES Mr. Paul Hellman, president of B. Blumenthal & Co., will invite the press to a luncheon in honor of M. Francis Winter, president de la Chambre Syndicat des Paruriers' de la Haute Couture. M. Winter will report on the new trends in French accessories. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072. | B. BLUMENTHAL & CO. | HOTEL PIERRE SAPPHIRE & PARISIENNE |
| Friday Nov. 6 2:00 P.M. | PREVIEW OF SPRING COLLECTION Preview of the Leonard Arkin Spring collection at 2:00 P.M. to press and buyers. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 1:30 P.M.</u> Contact: Andrew Arkin, WI. 7-5324. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173. | LEONARD ARKIN & SON | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Friday Nov. 6 8:00 P.M. Dinner- Dance | "SOIRÉE À TRIANON"-- VERSAILLES BALL The American Friends of Versailles will present a "Soirée à Trianon" to raise funds for the restoration of the Chateau de Versailles. Tickets: \$35.00 per person. Contact: Mr. C.C. Philippe at the Waldorf, EL. 5-3000. | THE AMERICAN FRIENDS OF VERSAILLES | WALDORF-ASTORIA STARLIGHT ROOM |
| Sunday Nov. 8- Nov. 15 | CALIFORNIA NATIONAL PRESS WEEK Fashion editors of metropolitan daily newspapers will be invited to attend National Press Week in Los Angeles. Showing of Resort and early Spring collections by members of California Fashion Creators, as well as high fashion and custom collections. There will be a dinner at the Beverly Hills Hotel by the L.A. Chamber of Commerce; a trip to Santa Barbara (Nov. 14) by the Men's Apparel Guild. Publ.: William Kent, 740 S. B'way, L.A., Cal. | CALIFORNIA FASHION CREATORS | LOS ANGELES, CALIFORNIA |

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| Beginning Monday Nov. 9 | SPRING OPENINGS OF FOGA LINES Individual dates will be announced next week. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. HARVEY BERIN, LTD. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. PARNIS-LIVINGSTON, INC. | MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TAIMACK, INC. HANNAH TROY, INC. SAMUEL WINSTON, INC. |
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| Beginning Monday Nov. 9 9:00 A.M. & 3:00 P.M. | PREVIEW OF SPRING FASHIONS "Charm" Magazine previews Spring fashions for working women from its February-March "More Power In Your Paycheck" issues. Featured is a promotion and display blueprint. Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices. For appointments, contact: Charm Promotion Dept., PL. 9-2080. | CHARM MAGAZINE | 1384 BROADWAY CHARM SHOWROOM-20 FL. |
| Beginning Monday Nov. 9 10:00 A.M. | OPENING: SPRING COAT COLLECTION Originala will show their entire Spring collection of coats. By appointment. Contact: Louis Mariani at Originala, BR. 9-8988. | ORIGINALA | 512 SEVENTH AVENUE SHOWROOM-34TH FLOOR |
| Monday Nov. 9 1:00 P.M. Luncheon | FASHION SHOW DURING LUNCHEON Eleanora Garnett will present highlights of her Fall collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mme. Garnett's Publicity: Helene Beitner, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | ELEANORA GARNETT (47 EAST 51ST STREET) | HOTEL PLAZA TERRACE ROOM |
| Monday Nov. 9 2:30 P.M. | PRESS PREVIEW: KNIT FASHIONS FOR SPRING Informal showing for the press of Ann Fleischer's Resort and early Spring hand-woven, knitted, and crocheted costumes. By invitation only. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952. | ANN FLEISCHER | 16 WEST 57TH STREET SALON |
| Monday Nov. 9 4:00 P.M. Cocktails | PRESS PREVIEW OF SPRING COLLECTION The House of Swansdown and Esperanto, designed by Hubert de Givenchy, will give a combined press preview of their Spring collections. <u>Show starts promptly at 4:30 P.M.</u> By invitation only. Publicity: Ruth Hammer, 2 W. 59th St., EL. 5-7872. | HOUSE OF SWANSDOWN AND ESPERANTO | SHERRY NETHERLAND BALLROOM |
| Beginning Monday Nov. 9 | OPENING OF SPRING COLLECTION Opening of Spring coat and suit collection. By appointment. Contact: LA. 4-2544. | BEN GERSHEL & CO., INC. | 512 SEVENTH AVENUE SHOWROOM |
| Beginning Monday Nov. 9 | OPENING OF SPRING- EASTER COLLECTION Louis Levine & Sons will present the Le Viné and Fourell Spring-Easter collection of women's and misses' dresses. For appointments, contact: Mr. Stuart Levine, LO. 4-8899; after Nov. 9, LO. 3-1000. | LOUIS LEVINE & SONS | HOTEL NEW YORKER |
| Monday Nov. 9- Nov. 13 | 38TH ANNUAL NAT'L HOTEL EXPOSITION Annual trade show with about 500 exhibitors displaying the latest equipment for the use of hotels and allied industries and institutions. Not open to public. Publicity: Smith-Rose & Co., 270 Park Ave., EL. 5-3720. | NATIONAL HOTEL EXPOSITION | KINGSBRIDGE ARMORY 193RD ST. - BRONX |
| Beginning Monday Nov. 9 | ST. LOUIS SPRING MARKET WEEK Spring market openings in St. Louis will take place in individual showrooms beginning Nov. 9. Contact: Joan Gardner, 915 Olive St., St. Louis 1, Mo. | THE ST. LOUIS FASHION CREATORS | ST. LOUIS, MISSOURI |

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| Tuesday Nov. 10 9:30 A.M. Breakfast | PREVIEW OF SPRING COLLECTION Opening of new firm, presenting their first collection of coordinated coats, suits, ensembles and dresses (misses and juniors sizes) designed by Ruth Ramos. By invitation. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354. | RAY-MAR, INC. | 512 SEVENTH AVENUE SHOWROOM - 31ST FL. |
| Beginning Tuesday Nov. 10 10:30 A.M. | OPENING OF SPRING COLLECTION Varden Petite will present their Spring collection at 10:30 A.M. and daily thereafter at 10:30 A.M. and 1:00 P.M. Contact: Elsie Brandt, PE. 6-5460. | VARDEN PETITE | 530 SEVENTH AVENUE SHOWROOM |
| Tuesday Nov. 10 11:00 A.M. | SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection, with Brigance group, beginning Wednesday, Nov. 11 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7285. | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| Tuesday Nov. 10 11:00 A.M. | SHOW PREVIEW: RESORT HOLIDAY & CUSTOM-MADE Press preview of Delman's Resort, Holiday and custom-made shoe fashions to the press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130. | DELMAN | 754 FIFTH AVENUE SALON |
| Tuesday Nov. 10 12:30 P.M. Luncheon | PREVIEW OF RESORT AND SPRING COLLECTION Maria Krum will present her complete Resort and Spring collection to press and buyers. (Luncheon will follow the show.) By invitation. Continuous showings daily thereafter. Publicity: Helen Galland, CI. 7-3060. | MARIA KRUM, INC. | 41 WEST 56TH STREET SALON |
| Tuesday Nov. 10 12:30 P.M. Luncheon | LUNCHEON FASHION SHOW Luncheon showings of fashions by Altman's. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman's Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | B. ALTMAN & CO. | WALDORF-ASTORIA EMPIRE ROOM |
| Tuesday Nov. 10 1:15 P.M. | PREVIEW OF SPRING COLLECTION Preview of Oleg Cassini's Spring collection to the press. By invitation only. Publ.: Alfred Davidson Assoc., 15 E. 55th St., FL. 5-0868. | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FL. |
| Beginning Tuesday Nov. 10 2:00 P.M. | OPENING OF SPRING COLLECTION Dave Bellsey will present their Belliciano and Belliciette suit and coat collection. Publicity: The Miles, 58 W. 40th St., LO. 4-5150. | DAVE BELLSEY CO. | 512 SEVENTH AVENUE SHOWROOM - 30TH FL. |
| Tuesday Nov. 10 2:30 P.M. | PREVIEW OF SPRING COATS AND SUITS Arthur Jablow will show Spring coats and suits to the press and trade. By invitation. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133. | ARTHUR JABLOW, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FL. |
| Beginning Tuesday Nov. 10 2:30 P.M. | OPENING OF SPRING COLLECTION Jerry Parnis will show her Spring collection at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420. | JERRY PARNIS, INC. | 530 SEVENTH AVENUE SHOWROOM - 7TH FL. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Nov. 10 3:00 P.M.- 6:00 P.M. | CHILDREN'S SPRING FASHION SHOW Over 100 manufacturers of children's apparel will participate in a "Stylethon" musical fashion show, sponsored by the National Children's Wear Manufacturers Association. By invitation only. From Sunday, Nov. 8- Nov. 12, there will be a forum, clinic and display at the Hotel Roosevelt, 7th and 8th floors. Contact: Ted Funt, PL. 1-3376. | NATIONAL CHILDREN'S WEAR MFRS. ASS'N, INC. | HOTEL ROOSEVELT GRAND BALLROOM |
| Tuesday Nov. 10 4:00 P.M.- 7:00 P.M. | WROUGHT IRON FURNITURE PREVIEW Showing of a complete collection of wrought iron furniture, with bronze ormolu. By invitation only. Publ.: Maurice Murray, Jamian Adv., WO.2-6020. | THE BLACKAMOR | 17 EAST 64TH STREET SHOWROOM |
| Nov. 11 | ARMISTICE DAY OF WORLD WAR I, 1918 (Wednesday). Banks & Post Office Closed. | | |
| Beginning Wednesday Nov. 11 10:30 A.M. | OPENING OF SPRING COLLECTION Sylvan Rich will present the Martini Spring collection at 10:30 A.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420. | MARTINI DESIGNED, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Wednesday Nov. 11 12:30 P.M. Luncheon | FASHION SHOW DURING LUNCHEON Winter and Cruise fashions by Willi at luncheon, shown in conjunction with "Park Avenue Social Revue". Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Nemerov Publicity: Rasponi Associates, TE. 8-8171. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | WILL NEMEROV, INC. (550 SEVENTH AVE.) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Nov. 11 12:30 P.M. Luncheon | GOTHE FASHIONS AT LUNCHEON SHOW Fashions by Gothe will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothe Publicity: Nona James, 20 W. 43rd St., CH. 4-7658. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Nov. 11 4:00 P.M. | OPENING OF SPRING & CRUISE COLLECTION Harvey Berin will show his Cruise and Spring collection at 4:00 P.M. Wed., Nov. 11; thereafter 1:00 P.M. and 4:00 P.M. By invitation only. Contact: Lynne Lyons Blum, FE. 6-0206. | HARVEY BERIN, LTD. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Thursday Nov. 12 12:00 Noon Luncheon | PREVIEW OF PARIS HATS FOR SPRING Second annual Spring fashion showing by the Associated Buckram Shape Manufacturers, presenting original Paris millinery imports and duplicates in Buckram. By invitation only. Publ.: Donna Cannon, 104 E. 52nd St., PL.3-7072. | ASSOC. BUCKRAM SHAPE MFRS., INC. | HOTEL ASTOR ROOF |
| Beginning Thursday Nov. 12 1:15 P.M. | OPENING OF SPRING COLLECTION Richard J. Cole will show his Spring collection at 1:15 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420. | RICHARD J. COLE, INC. | 1400 BROADWAY SHOWROOM - 17TH FLOOR |
| Beginning Thursday Nov. 12 2:30 P.M. | SHOWING OF BRANELL SPRING COLLECTION Showing of Branell's Spring collection at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420. | BLUMENSTEIN, ROSS & LENTZ | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |

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| Beginning Thursday Nov. 12 | OPENING: SPRING COAT & SUIT COLLECTION Opening of Spring coat and suit collection. By appointment only. Contact: JU. 2-2317. | MONTE-SANO & PRUZAN | 21 WEST 46TH STREET SHOWROOM |
| Friday Nov. 13 11:45 A.M. Buffet | OPENING: COAT AND SUIT COLLECTION BY WILLI Willi's Spring coat and suit collection will be presented at 11:45 A.M. daily, followed by buffet. Contact: Miss Marie at Will Nemerov, LO.4-9595. | WILL NEMEROV, INC. | 550 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| Friday Nov. 13 3:00 P.M. Champagne | PREVIEW: "TRAMPEZE" & OLDMAINE TROTTERS" Advance showing of Spring shoe collection -- "Penobscot Trampeze" and Oldmaine Trotters". By invitation only. Contact: PE. 6-3927. | PENOBSCOT SHOE CO.; OLD TOWN SHOE CO. | 47 WEST 34TH STREET SHOWROOM-SUITE 418 |
| Beginning Friday Nov. 13 | SPRING COAT AND SUIT COLLECTION Mangone's Spring coats and suits. By appointment. Contact: PE. 6-2204. | PHILIP MANGONE CO. | 500 SEVENTH AVENUE SHOWROOM |
| Monday Nov. 16 4:30 P.M. Cocktails | PRESS PREVIEW: SHOES DESIGNED BY PERUGIA Press showing of custom and ready-to-wear shoes, designed by Perugia. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR |
| Monday Nov. 16 8:00 P.M. | OPENING: METROPOLITAN OPERA'S 69TH SEASON Grand opening of the 1953-54 Metropolitan Opera Season, commemorating the 70th anniversary of the opera house, with Pierre Monteux conducting Gounod's FAUST, which opened the first season at the Metropolitan. Publicity: Margaret Carson, PE. 6-1200. | METROPOLITAN OPERA ASSOCIATION, INC. | MET. OPERA HOUSE B'WAY & 39TH STREET |
| Monday Nov. 16 8:00 P.M. Dinner | ANNUAL "FAN BALL" FOR CANCER FUND The Royal Presentation Fan Case, which contains the royal autograph fan, will be exhibited at the Fourth Annual "Fan Ball". Women guests will carry fans; and fans will be used as costume accessories. Chairman: Mrs. Herbert Mundin, BU. 8-5613. | CHILDREN'S MEMORIAL CANCER FUND, INC. | HOTEL PLAZA BALLROOM |
| Tuesday Nov. 17 12:15 P.M. Luncheon | ACCESSORIES DIVISION LUNCHEON MEETING Subject: "How to Push Your Resort Accessories". Speaker: Nick Parker, Vice-President Neiman-Marcus, Dallas. Resort Market Report by Carolyn Saks, asso. fashion editor of "Charm". Co-Chmn: Mimi Aleinikoff and Matilda Taylor. (Price next week). Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Tuesday Nov. 17 12:15 P.M. | HOLIDAY CLOTHES-- FASHION SHOW Saks 34th will present clothes for the holidays. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445. | SAKS 34TH STREET | 4TH FLOOR SUIT DEPT. |
| Beginning Tuesday Nov. 17 4:00 P.M. | PREVIEW OF SPRING COLLECTION Harmay will present their Spring collection to press and buyers. By reservation. <u>Trade showings daily thereafter at 4:00 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164. | HARMAY | 498 SEVENTH AVENUE SHOWROOM-22ND FLOOR |

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| Tuesday Nov. 17 4:00 P.M.- 6:00 P.M. Cocktails | PREVIEW: CHILDREN'S SWIMWEAR COLLECTION Catalina will present their children's swimwear collection to the press, local and out-of-town buyers. By invitation only. Publicity: Virginia Dickson, at Catalina, LA. 4-2380. | CATALINA, INC. (358 FIFTH AVENUE) | SHERRY NETHERLAND CARNAVAL ROOM |
| Wednesday Nov. 18 9:00 A.M. Breakfast | PRESS PREVIEW OF HOSIERY FASHIONS "Legs for the Occasion"--preview of new colors and textures in hosiery. Showing at 9:30 A.M. By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868. | PHOENIX HOSIERY (350 FIFTH AVENUE) | HOTEL PIERRE BALLROOM FOYER |
| Wednesday Nov. 18 12:30 P.M. Luncheon | FASHIONS IN FABRICS BY STEHLI AT LUNCHEON "Beautiful Dreamers and the Clothes They Dream About"--Best & Company will present fashions by leading designers in Stehli fabrics, honoring the annual Christmas seal campaign of the N.Y. Tuberculosis & Health Ass'n. Press by invitation. Public by reservation; contact: "Beverly" TE.8-8000. Stehli Publicity: Anita Pine, WI. 7-3000. Best Publicity: Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | BEST & COMPANY | HOTEL PIERRE COTILLION ROOM |
| Wednesday Nov. 18 5:00 P.M. Cocktails | PRESS SHOWING OF SHOE FASHIONS Showing of Slater's shoe highlights for Resort, Winter and evening wear. By invitation. Contact: Alice Dowd, Wesley Assoc., 247 Park, EL. 5-2680. | J. & J. SLATER | MADISON AVE. & 54 ST. |
| Wednesday Nov. 18 7:30 P.M. Reception | SIXTH ANNIVERSARY DINNER AND DANCE Presentation of First Annual Award for "Outstanding Support of American Design" to Dorothy Shaver, president of Lord & Taylor. Tickets: members, \$15.00; non-members, \$20.00. Contact: Betty Deitchman, 1457 Broadway, WI. 7-1679 or Arlene Willis, LA. 4-7950. | SOCIETY OF NEW YORK DRESS DESIGNERS | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Nov. 19 9:00 A.M. Breakfast | SPRING LINGERIE FOR WOMEN AND JUNIORS Showing of women's and junior lingerie for Spring and Summer 1954. By invitation only. Contact: Lois Gifford, B.B.D. & O., EL. 5-5800. | THE WILLIAM CARTER CO. | 100 PARK AVENUE SHOWROOM |
| Cancelled Nov. 19 | RUSSEKS' LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR THURS., NOV. 19, AT 1:00 P.M., HOTEL PLAZA, HAS BEEN CANCELLED. | | |
| Thursday Nov. 19 5:00 P.M. Cocktails | OPEN HOUSE -- COCKTAIL PARTY Gustavo's house-warming party, with informal modeling of a few Spring hats. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562, | GUSTAVO | 59 WEST 56TH STREET SALON |
| Saturday Nov. 21- Nov. 28 | THIRD ANNUAL "GIVE HANDKERCHIEF WEEK" Publicity: Mary Marsh, PL. 7-5809. | HANDKERCHIEF PROMOTIONS INC. (2 W. 46TH STREET) | THROUGHOUT THE COUNTRY |
| Tuesday Nov. 24 8:00 P.M. Dinner- Dance | "PARTY OF THE YEAR" FOR COSTUME INSTITUTE "The Star-Spangled Ball"--sixth annual "Party of the Year"--gala dinner- dance for benefit of Costume Institute of the Metropolitan Museum of Art. Chairman: Dorothy Shaver, president of Lord & Taylor. Reservations \$60.00 each; contact: Julia Raymond, TR. 9-5500, Ext. 380. | COSTUME INSTITUTE-- MET. MUSEUM OF ART | WALDORF-ASTORIA GRAND BALLROOM |

MOVIES...MUSIC...THEATRE...OPERA

- Sunday
Nov. 1 FIFTH & FINAL WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 W. 55TH ST.
Sun., Nov. 1, Mat.: Humperdinck's HANSEL AND GRETEL. Sun., Nov. 1, Eve.:
Von Einem's THE TRIAL. Thurs., Nov. 5: Verdi's RIGOLETTO. Fri., Nov. 6:
Bizet's CARMEN. Sat., Nov. 7, Mat.: Strauss' DIE FLEDERMAUS. Sat.,
Nov. 7, Eve.: Puccini's TOSCA. Sun., Nov. 8, Mat.: Verdi's LA TRAVIATA.
Sun., Nov. 8, Eve.: Puccini's LA BOHEME. Publ.: Phillip Bloom, CH. 4-5185.
- Tuesday
Nov. 3 OPENING: "THE TRIP TO BOUNTIFUL" HENRY MILLER THEATRE, 124 W. 43RD ST.
The Theatre Guild and Fred Coe will present Lillian Gish in a new play by
Horton Foote with Jo Van Fleet, Gene Lyons, Eva Marie Saint. Director:
Vincent J. Donohue. Settings: Otis Riggs. Costumes: Rose Bogdanoff.
Publicity: Nat Dorfman, LO. 3-0858.
- Wednesday
Nov. 4 PREMIERE: "CALAMITY JANE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Warner Brothers Technicolor musical production of the Wild West starring
Doris Day and Howard Keel. Producer: William Jacobs. Director: David
Butler. Costumes: Howard Shoup. Warner's Publ.: Eve Siegel, CI. 6-1000.
- Wednesday
Nov. 4 OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND ST.
Joshua Logan will present and direct the Norman Krasna comedy starring
Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gillmore,
Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher.
Publicity: Leo Freedman, CH. 4-7250.
- Thursday
Nov. 5 PREMIERE: "KISS ME KATE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
MGM Technicolor presentation of the Cole Porter-Samuel and Bella Spewack
Broadway musical, starring Kathryn Grayson, Howard Keel, Ann Miller with
Keenan Wynn. Producer: Jack Cummings. Director: George Sidney. Costumes:
Walter Plunkett. MGM Publ.: Herbert Crooker or Frances Lane, JU. 2-2000.
Music Hall Publ.: Fred Lynch, CI. 6-4600.
- Thursday
Nov. 5 OPENING: "THE SOLID GOLD CADILLAC" BELASCO THEATRE, 44TH ST. W. OF B'WAY
Max Gordon will present Josephine Hull in a new comedy by Howard Teichmann
and George S. Kaufman with Loring Smith. Staged by George S. Kaufman.
Settings and costumes: Edward Gilbert. Publicity: Nat Dorfman, LO. 3-0858.
- Wednesday
Nov. 11 OPENING: "SABRINA FAIR" NATIONAL THEATRE, 208 WEST 41ST ST.
The Playwright's Company will present Margaret Sullavan and Joseph Cotton
in a new comedy by Samuel Taylor, about an American girl who has lived in
Paris and her readjustment to American ways. Director: H.C. Potter.
Settings: Donald Oenslager. Miss Sullavan's gowns: Bianca Stroock.
Publicity: William Fields, CI. 5-7930.
- Beginning
Wednesday
Nov. 11-
Nov. 22 OPENING: "CYRANO DE BERGERAC" CITY CENTER, 131 WEST 55TH ST.
The N.Y.C. Center of Music & Drama will present its 10th anniversary drama
season starring Jose Ferrer in 4 famous roles beginning with Rostand's
"Cyrano de Bergerac", co-starring Arlene Dahl. Sets: Richard Whorf.
Costumes: Emeline Roche. Publicity: Reginald Denenholz, JU. 6-2828.
- Thursday
Nov. 12 OPENING: "ESCAPADE" 48TH STREET THEATRE, 158 WEST 48TH ST.
Alfred de Liagre, Jr. and Roger L. Stevens with Henry Sherek presents a
comedy by Roger MacDougall with Roger Livesey and Ursula Jeans. Sets and
Costumes: Donald Oenslager. Director: Alfred de Liagre. Publicity:
Ben Washer, MU. 4-4200.